Canadian Heritage Patrimoine canadien

Canada

News Release ~ Communiqué

Prime Minister, Canadian Heritage Minister join in Parks Day activities

SAINT-MATHIEU-DU-PARC, July 15, 1995 - On the occasion of Parks Day, and the 25th anniversary of La Mauricie National Park, Prime Minister Jean Chrétien today joined Canadian Heritage Minister Michel Dupuy to present Parks Canada Awards to 12 individuals and groups, in recognition of their exceptional or innovative achievements in the protection and preservation of Canada's natural and cultural heritage.

The Prime Minister and Mr. Dupuy presented special certificates to this year's winners, noting the Parks Canada Awards represent the highest recognition the Government of Canada can grant those whose efforts help Canadians to appreciate, enjoy and protect our heritage. First awarded in 1978, the Parks Canada Awards are presented on Parks Day, celebrated every year during the third week-end of July. Individuals, groups, corporations, other levels of government and educational institutions involved in the preservation of our natural or cultural heritage may be nominated for the award.

This year's celebrations marked the 25th anniversary of La Mauricie National Park. Since its establishment in 1970, the park, which is located approximately 50 km north of Trois-Rivières, has welcomed over five million visitors, thereby contributing importantly to the region's economy. To further underscore the significance of the event, Minister Dupuy presented the first copy of a commemorative book, titled "La Mauricie National Park : an Encounter with the Laurentians" that highlights the park's twenty-five years of dedication to the preservation and promotion of this important part of the Canadian Shield. The book was produced in cooperation with Stone-Consolidated, a company with impressive roots in the region.

Parks Day 1995 also served to introduce a joint initiative of Parks Canada, the Canadian Parks Partnership and the Federal-Provincial Parks Council. Take a Hike/Take a Hike in History promotes fun low-impact hikes or interpretive walks to raise awareness and funding for Canada's national, provincial and municipal parks and historic sites.

Information:

Neil Wilson
Press Secretary
Minister's Office
(819) 997-7788

Wayne Scott
Communications Branch
Canadian Heritage
(819) 997-7392

BACKGROUNDER

PARKS CANADA AWARDS

Parks Canada Awards recognize exceptional or innovative achievement in the protection and preservation of Canada's natural and cultural heritage. It is the highest recognition the government of Canada, through the department of Canadian Heritage, can give to honour people whose efforts help Canadians to appreciate, enjoy

and protect our heritage. First bestowed in 1978, the Parks Canada Awards are presented on Parks Day which is observed every year during the third weekend of July.

Individuals, groups, corporations, other levels of government and educational institutions involved in the preservation of natural or cultural heritage are eligible for a Parks Canada Award. All nominations are reviewed by a committee comprising representatives from Parks Canada and non-government organizations; the committee then makes ten recommendations to the Minister of Canadian Heritage.

1995 RECIPIENTS OF PARKS CANADA AWARDS

Andy Carpenter, Inuvik, Northwest Territories

As the founding chairman of the Inuvialuit Game Council, Andy Carpenter has integrated traditional knowledge systems into modern management of renewable resources. Instrumental in the negotiations and establishment of Ivvavik National Park in the northern Yukon, he has also been involved in the establishment of Aulavik National Park, and in negotiations for the proposed Tuktut Nogait National Park and the proposed Pingoes National Historic Park. Mr. Carpenter is a leader, nationally and internationally, in developing and implementing management plans for wildlife and other living resources in the Inuvialuit Settlement region. He initiated and successfully concluded the development of an international Polar Bear Management Plan which received a special commendation from the United States Fish and Wildlife Department. Mr. Carpenter has presented papers on co-management of wildlife at conferences both here in Canada and abroad.

The CRB Foundation, Montreal, Quebec

The CRB Foundation is devoted to promoting the history of Canada to all Canadians. To accomplish its mission, it has developed innovative and state-of-the-art design programs to carry its messages. Among its various projects are the Heritage Minutes, a series of 60-second film clips which bring to life notable people and events from our country's past. These clips are broadcast on all major television networks and shown in movie theatres across Canada. The Foundation has also sponsored the Heritage Review, a public display which integrates Heritage Minutes and additional media into an interactive learning centre. Another initiative developed by the Foundation is the Heritage Project, an educational program designed to stimulate young people's interest in Canadian history. The Foundation has cemented relationships with provincial governments to integrate Canadian history into the school curriculum. Through efforts such as these, Canadians benefit from an increased awareness of our unique identity.

Jack Greening, Christopher Lake, Saskatchewan

As an outfitter in Prince Albert National Park, Jack Greening has shown a life-long commitment to stewardship of our natural environment. Through his teaching and vision, he has influenced many park visitors, as well as fellow guides and conservationists to respect, preserve and enjoy the environment. Mr. Greening teaches canoeing skills to students using his facilities as outdoor education tools and promotes other sustainable recreational activities such as hiking and cross-country skiing. He has taken the lead role on key issues influencing park policy. For a number of years, Mr. Greening was a member and then Chairman of the Minister's Prince Albert National Park Consultative Committee. His interest in promoting cooperation between the private sector and the park culminated in the development of the Spruce Highlands Trail System. Mr. Greening is an active member of the Saskatchewan Environmental Society and is involved with the forest industry and government agencies, working to ensure minimum impact of their activities on the environment.

Groupe de recherche et d'éducation sur le milieu marin, Tadoussac, Québec

The Groupe de recherche et d'éducation sur le milieu marin is devoted to improve the relationship between people and their environment. Its main focus has been the marine environment of the Saguenay and St. Lawrence Rivers. It has designed and established a high-quality marine interpretation centre containing a permanent exhibit entitled Baleines, un monde à découvrir, complete with a 20-metre model of a whale. This non-profit organization also provides interpretation on whale-sighting tour boats and has produced a broadcast-quality video: Les Baleines et la magie des enfants. The Groupe de recherche et d'éducation sur le milieu marin has extensively researched and monitored sounds and behaviours of whales; it has also established a photo inventory of whale species in the area. The Groupe has received several awards for its work in environmental awareness and tourism promotion in the region.

Gulf of Georgia Cannery Society, Richmond, British Columbia

The Gulf of Georgia Cannery Society has championed the preservation of a former fish cannery and the heritage of the west coast fishing industry. For over 15 years, the Society's members have worked to restore the cannery. They were instrumental in having the cannery declared a national historic site which now presents the story of the west coast fishery to the public. The site opened in 1994. Society members participate in the collection of oral history, artifacts and archival materials related to the fishing industry. They have developed and operated an exhibit centre, produced four educational videos and led tours of the cannery. The Gulf of Georgia Cannery Society has established a fund for future development of the site and continues to work with Parks Canada to promote the cannery.

Margo Hearne, Masset, British Columbia

Margo Hearne has been involved for many years in the preservation of the South Moresby wilderness area, the Gwaii Haanas. She was the driving force in initiating support and gaining success for the removal of a causeway and the installation of a bridge which allows the natural tidal flow to resume in the Delkatla Sanctuary, an important wetland. This action has restored habitat for native wildlife species. As an amateur ornithologist, Ms. Hearne has done important field work in studying the habits of birds in the Masset area. Her work has been recognized by the Royal British Columbia Museum and the Audubon Society. Margo Hearne has been and continues to be active in public education through published writings, lectures, and presentations to Cub and Scout groups, as well as to school students. Her commitment and dedication to the environment benefits the people of her region and touches others through development of island-wide ecotourism.

Historical Association of Annapolis Royal, Nova Scotia

The Historical Association of Annapolis Royal has had a long and dedicated commitment to the preservation of cultural heritage. Its efforts have resulted in the establishment of Fort Anne, Canada's first national historic site, as well as that of Port Royal National Historic Site. The Association regularly consults with Parks Canada on heritage issues related to those sites. Its advice and guidance have been sought with respect to the creation of the Fort Anne Heritage Tapestry, as well as marketing and management plans pertaining to the sites. The Historical Association of Annapolis Royal promotes public appreciation of cultural heritage by sponsoring Town Tours including an intriguing Candlelight Graveyard Tour; it also publishes numerous books on local history, and develops interpretive programs at Fort Anne and Port Royal. It has sponsored essay contests for high school students and currently offers scholarships for post-secondary studies in history.

The Hudson's Bay Company, in partnership with the Manitoba Museum of Man and Nature and the Provincial Archives of Manitoba, Winnipeg, Manitoba

The Hudson's Bay Company has arranged for the donation and continuing funding of the Hudson's Bay Company Collection to the Manitoba Museum of Man and Nature and the Provincial Archives of Manitoba. The transfer secures the long-term preservation of one of Canada's foremost historic collections, and ensures its use for future generations. The collection consists of ethnographic, fine art, military, numismatic, European-Canadian and archival material which originated in western and northern Canada. The Museum and Archives are the ideal venues to increase public awareness of this 13,000-item collection through exhibitions, public programs and publications. The Museum reaches 100,000 school children every year. This unique partnership is now a model for the corporate community and highlights the spirit of cooperation that is possible between the public and private sectors.

William H. LeSurf, Smiths Falls, Ontario

The personal efforts of William H. LeSurf in preserving Canada's industrial history demonstrate the effectiveness that one individual can have in contributing to our appreciation of heritage. Through his dedication to the conservation of Canadian railroad history and intense lobbying on behalf of the Smiths Falls Railway Museum, the former Canadian National Railway Smiths Falls station and lift bridge have been recognized as national historic sites. Mr. LeSurf initiated the Save Our Station project, raised funds to help purchase museum property from CN Rail and founded the Smiths Falls Railway Museum Association. Over the years, Mr. LeSurf has acquired several thousand railway artifacts and memorabilia, and negotiated the acquisition of 25 pieces of rolling stock. He was instrumental in the acquisition of a very large collection of archival photographs known as the Mattingly Collection for the museum archives. He has also arranged for over $100,000 in grants to help restore the Smiths Falls Railway Station.

John S. Marsh, Peterborough, Ontario

John S. Marsh's interest in parks and heritage issues span 25 years of teaching and research. He has been actively involved with various organizations whose mandate is to influence parks policy. Dr. Marsh has conducted studies and written reports contributing to the policy of such organizations as the World Conservation Union (also known as IUCN), the World Wildlife Fund, Parks Canada, and the Canadian Heritage Rivers Board. He has published works on a wide variety of conservation topics including marine parks, backcountry wilderness use, near-urban parks, and park interpretation in winter.Dr. Marsh has developed and given courses on "Wilderness Resources", "Environment and Heritage" and "Geography of Future Environments". His research in the area of carrying capacity has had impact on resource management across the country; at the local level, Dr. Marsh has worked to preserve natural areas on the Trent University Campus and to convert abandoned railway corridors into recreation trails.

BACKGROUNDER

PARKS DAY

Canada's Parks Day, now celebrated on the third weekend in July, was established in 1989 by federal, provincial and territorial ministers responsible for parks across Canada. The main objective was "to focus public attention on the issue of natural heritage conservation in Canada and on the particular importance of national, provincial, and territorial parks". In subsequent years, the mandate was expanded to include our cultural heritage as well. First observed in 1990, Parks Day provides the opportunity to increase public awareness of the values of our national parks, national historic sites and historic canals.

Parks Day 1995 marks the launch of a joint initiative by the Canadian Parks Partnership, Parks Canada and the Federal-Provincial Parks Council. Take a Hike/Take a Hike in History involves fun low-impact hikes or interpretive walks to raise awareness and funds for Canada's national, provincial and municipal parks and historic sites. The event enables Canadians to enjoy their parks and historic sites while contributing to their protection. Many more activities are taking place at various national historic sites and in national parks on July 15 and 16. For detailed activities, please contact regional and local offices nearest you.

BACKGROUNDER

LA MAURICIE NATIONAL PARK

Located about 50 km north of Trois-Rivières, La Mauricie National Park exemplifies the Great Lakes-St. Lawrence Precambrian natural region. With its 544 km2 of rolling hills laced with brooks and dotted with lakes and waterfalls, the park links the undulating landscape of the Canadian Shield with stories of the "Laurentian heritage". Its forest shelters a wide variety of animals such as beaver, moose and the common loon.

The year 1995 marks the 25th anniversary of La Mauricie National Park's entry into the network of 36 national parks and 130 national historic sites managed by Parks Canada. As part of the Department of Canadian Heritage, Parks Canada preserves, commemorates, protects and presents significant examples of Canada's cultural and natural heritage in ways that promote public awareness, appreciation and enjoyment.

Since its creation in 1970, La Mauricie National Park has welcomed more than 5 million visitors and contributed to the economy of the Coeur-du-Québec tourism area. A major local attraction, it brings significant economic spinoffs. In 1994, visitors spent over $6 million in La Mauricie region, with campers accounting for almost 40 percent of the total amount spent by visitors to the park. In addition, the park's operations and maintenance expenditures coupled with visitors' spending generate direct employment for about 550 people.

AN ENCOUNTER WITH THE LAURENTIANS

To mark the twenty-fifth anniversary of La Mauricie National Park, the Department of Canadian Heritage has just published a magnificent book presenting this Laurentian park in all its natural beauty. Lavishly illustrated, this work is the fruit of the efforts of many contributors and was produced with the support of Stone-Consolidated Inc.

It was launched on July 15, 1995, at La Mauricie National Park during the Parks Day ceremony, in which Prime Minister Jean Chrétien took part.

Entitled La Mauricie National Park: an encounter with the Laurentians, this book seeks to bring the reader under the park's spell. For the uninitiated, it is an invitation to explore this protected environment, and for those who have already done so, it is a wonderful way to relive the experience.

BACKGROUNDER

INFO-NATURE MAURICIE

Info-Nature Mauricie, a non-profit organization, is the cooperating association of La Mauricie National Park and is therefore part of the Canadian Parks Partnership, the federation of all the cooperating associations of the national parks of Canada.

Established in 1978 by some students and professors from the Université du Québec à Trois-Rivières, the Service Information Nature de la Mauricie, as it was then known, was designed to spread and popularize knowledge about nature and the environment and to promote the development of a natural resources conservation society.

In 1982, the organization became the cooperating association of La Mauricie National Park. An excellent, dynamic partner for the park, Info-Nature Mauricie continues to pursue its original mandate while taking on new objectives connected with the aims of the park and the needs of local residents.

By managing the Wabenaki and Andrew hostels and the sales outlets in the visitor centres, providing complementary services for park visitors, and spreading the message of good environmental citizenship, Info-Nature Mauricie helps meet park objectives, improves links between the park and the local population, and promotes discovery and protection of one of the jewels of our natural heritage, La Mauricie National Park.